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**From:** Matt Booty [REDACTED]  
[REDACTED]  
**To:** Noah Musler; Jamie Lawver; Mary McGuane  
**Sent:** 10/15/2019 4:14:36 AM  
**Subject:** RE: Pre-Read for Friday - 3PP Content Investments

Thanks for sharing.  
Interesting analysis.

One of the biggest challenges that I think we have right now is the expectation that our new businesses/strategies -- Game Pass (especially), xCloud, Mixer -- will make money and grow at 10/10 from the start. Misses the fact that things like Netflix lost money for years chewing through startup funding.

[REDACTED]  
But I think the idea is to create a moat that nobody else can attack.

**From:** Noah Musler  
**Sent:** Monday, October 14, 2019 8:10 PM  
**To:** Matt Booty [REDACTED]; Jamie Lawver [REDACTED]; Mary McGuane [REDACTED]  
**Subject:** Fwd: Pre-Read for Friday - 3PP Content Investments

sharing, but don't share

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**From:** Chris Thompson [REDACTED]  
**Sent:** Monday, October 14, 2019 17:34  
**To:** GGPDP Extended LT  
**Cc:** Waqas Ajaib; Arun Loganathan  
**Subject:** Pre-Read for Friday - 3PP Content Investments

Hi Sarah and GGPDP Extended LT –

This upcoming Friday, we have some time on the LT meeting agenda to discuss some of the frameworks we're rolling out to track the performance of our 3PP Game Pass content investments. We have a similar effort underway for our studios titles, but wanted to give you a chance to review this piece that you all work with on a much closer basis. There's a lot of material to cover in this deck, so I'm sending it out as a pre-read for those who have time to look at it prior to our Friday session.

Ultimately, this is part of a broader effort that we're using to standardize the review of our gaming content investments both across the gaming team (GET, GGPDP, Studios, etc.) and in the finance organization (Tim, Bill Duff, Amy, etc.). This material is being rolled out to some of our existing MBRs and quarterly review decks, and we're hoping to also integrate as part of existing business processes such as A2Ns.

I know some of you have had a chance to review already, but please let me know if you have questions at all prior to our session. I'll plan on walking through fairly quickly so we have time for a broader discussion.

Thanks,

Chris